



## **ROLF Group and AAA AUTO to launch their partnership in Russia**

Moscow, 3 October 2011 – ROLF Group and AAA AUTO Group, a major used car dealer in Central Europe, to launch their partnership in Russia.

The contract signed transfers a 5% share in AAA AUTO LLC, a daughter company of AAA Auto Group N.V. incorporated in Russia, to The ROLF Group of Companies. This deal designates the start of the partnership of 2 major used car operators – AAA AUTO and ROLF. AAA AUTO Group has nearly 20-year's experience of operations in the used car markets in Central and Eastern Europe and due to its business technologies is very successful, while ROLF is an expert in Russian market specifics and the owner of a generous client database.

This partnership means both companies will be rendering different services to each other. AAA AUTO will organize training for ROLF's used cars sales people. ROLF will consult its Western colleagues on different issues related to Russian market specifics and can also provide AAA AUTO LLC with used cars purchased by ROLF dealerships on commercial terms.

The pilot stage of this partnership will be launched at ROLF Khimki, the biggest multibrand dealership of the ROLF Group where representatives of AAA AUTO LLC will work in cooperation with ROLF specialists.

“AAA AUTO Group is the leading European used cars operator, - says Tatiana Lukovetskaya, COO of ROLF Retail. – Our partnership with this prominent expert which has unique experience will allow us to increase the efficiency of our BlueFish business and provide our clients with more advantageous deals and services”.

“ROLF Group was a pioneer when it launched its used cars project in 2007, - says Anthony James Denny, CEO of AAA AUTO Group N.V. – We are confident that the symbiosis of our technologies with ROLF's experience in the Russian market will contribute to building a more developed used cars market in Russia”.

### **About the companies:**

**AAA AUTO group** has been operating on the market for nearly 20 years. Currently it runs the network of 27 branches throughout the Czech Republic, Slovakia and Russia. In September 2007 the group's Dutch parent company AAA AUTO Group N.V. entered the stock exchange in Prague and Budapest. According to unaudited results, in 2010 AAA AUTO group sold 39,530 cars. In 2009 AAA AUTO won in the independent consumer test of car auto centers carried and [www.aaaauto.cz](http://www.aaaauto.cz) web site took the first place in Web Top 100 competition, assessing the internet sites of automotive companies.

**The ROLF Group** is one of Russia's leading automotive businesses. With 20 years of operations, the Group is focused around four principal divisions where the first one ROLF Retail sells cars of 11 auto brands through its 28 dealerships in Moscow and St. Petersburg. ROLF Group was a pioneer launching its BlueFish used cars project in 2007.

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